

Recruitment Strategies for Concurrent Enrollment Students

By: Spencer Childs, Senior Director of Concurrent Enrollment

The Concurrent Enrollment team actively engages in ongoing recruitment initiatives and programs aimed at assisting high school students in understanding academic requirements and procedures for admission at UVU. Below is a snapshot of these efforts.

Concurrent Enrollment Recruitment

- **Printed materials:** UVU Posters are prominently displayed in high schools offering concurrent enrollment through the university. Admissions handouts, registration flyers, and postcards are mailed to participating high school students' homes.
- **Digital materials:** These include Instagram ads, digital signage at participating high schools, customized presentations for concurrent enrollment instructors, text messaging, and email campaigns.
- **In-person events:** Tabling events, presentations at high schools or junior high schools, information nights, and classroom visits by concurrent enrollment staff are organized. Concurrent enrollment staff also meet with UVU academic advisors to provide program insights.

Concurrent Enrollment Orientation

The Concurrent Enrollment team is currently in the process of developing a specialized orientation program for concurrent enrollment students. In the interim, various events and communications are offered to assist students in understanding the requirements related to their academic programs. Below are examples of ongoing efforts in these areas.

- **Enhanced access to academic advisors:** Concurrent enrollment students now benefit from dedicated advisors available for meetings on campus or through regular visits to high schools. These advisors offer guidance on all program aspects and the academic credits students earn. Over the past three years, the advising team has significantly expanded from two to eight advisors, and the number of visits with students annually has doubled.
- **Access to campus tours:** Individual high schools are being contacted to arrange visits for concurrent enrollment students to participate in campus tours. These tours provide students with a comprehensive campus experience, including the opportunity to explore available resources, obtain their university student ID, and interact with faculty members and staff from departments in the Student Affairs Division.
- **Graduation Nights:** These on-campus events target high school seniors and offer guidance on applying for graduation for students earning their associate in science degree, as well as advice for those planning to attend an institution of higher education and need to transfer credits. Guest speakers include representatives from the First Year Advising Center, an orientation leader, and the Career Development Center.

Career Nights: These five evening events, held throughout the school year at the Advanced Learning Center, educate high school students about lesser-known occupations. Staff members from various departments at UVU are invited to present during these events, covering available occupations within their major, earning potential, and job prospects. Each department has a 15-minute presentation slot.

Enclosed materials:

- Article: Concurrent Enrollment Professional Development Conference (published online December 20, 2023)
- Article: Faces of Concurrent Enrollment: The Beginning (published online February 8, 2024)
- Article: Faces of Concurrent Enrollment: Spencer Childs (published online March 5, 2024)
- Webpage: Concurrent Enrollment



Workplace News

Concurrent Enrollment Professional Development Conference

On October 5, 2023, 510 teachers from Utah came together at Utah Valley University for the Concurrent Enrollment Professional Development Conference. Every year, these teachers gather at UVU to receive further training about the current Concurrent Enrollment courses they teach at their high schools. Though this conference happens yearly, this year was momentous due to the speaker who joined the event for the first time: President Astrid Tuminez.



December 20, 2023 By Makenzie Christensen

Spencer Childs, Senior Director of Concurrent Enrollment, introduced the university's president before turning the time over to her. Her message focused on her personal journey to UVU, the university's achievements, and upcoming projects.

"Our Concurrent Enrollment program, with over 15,000 students, is not just about size and scale; it's about quality and the transformative possibilities", said President Tuminez, "I had the privilege of speaking to hundreds of high school instructors who teach UVU courses."

President Tuminez spoke of the large growth of UVU's student body, highlighting the notable surge in enrollment, particularly among Concurrent Enrollment students. As of Fall 2023, Concurrent Enrollment learners have grown to 15,571 students – a number she expects to increase in the coming years. As UVU's population continues to increase, Tuminez affirmed the focus and vision of UVU will continue to grow as well, with a particular emphasis on the three concepts of "include, engage, and achieve."

Following President Tuminez's remarks, the instructors had the opportunity to attend breakout training sessions that were specific to the classes they currently teach. In total, there were 54 breakout rooms, with topics ranging from Biology to Spanish. This year, the teachers were given commemorative UVU coins for every five years they have been UVU Concurrent Enrollment instructors. Teachers obtained their initial coin at the five-year mark, with additional coins awarded at ten, fifteen, twenty, twenty-five, and thirty years of service.

Though Concurrent Enrollment hosted over five hundred teachers who came for this conference, not all departments gathered at UVU's main campus in Orem. The Aviation department convenes at the Provo Airport campus, Culinary Arts opts for on-site interactive sessions, and the digital media department varies its location yearly. In recent years, the latter has fostered connections through dinner outings with instructors.

While this conference is focused on educating and training the instructors, it is also a great time for teachers to gather together, build relationships, and network with each other and the UVU liaisons. As a multi-district event, it facilitates communication and networking among teachers who may have not had the chance to interact before.

"To our high school instructors, your work is the heart of our program, and we deeply appreciate the commitment you bring to your classrooms. Together, we are not only advancing education but unlocking possibilities for the next generation. Thank you for being part of our UVU community," said President Tuminez.

UVU Concurrent Enrollment greatly appreciates the high school instructors who willingly chose to take on this challenge and work with UVU to help so many great students take a step forward and ahead in their futures. They may not have started as Wolverines, but we hope they all bleed green now!

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Faces of Concurrent Enrollment: The Beginning

The development of Utah Valley University's (UVU) Concurrent Enrollment didn't happen overnight or even over a decade. The growth has been a culmination of many years of hard work, change, and great people putting in their whole effort to make the program what it is today.



February 08, 2024 By [Kenzie Christensen](#)

John Wooden famously said, "Good things take time, as they should. We shouldn't expect good things to happen overnight. Actually, getting something too easily or too soon can cheapen the outcome." The development of [Utah Valley University's \(UVU\) Concurrent Enrollment](#) didn't happen overnight or even over a decade. The growth has been a culmination of many years of hard work, change, and great people putting in their whole effort to make the program what it is today. "It was a very worthwhile effort, and I believe it still is," said former UVU Dean of Continuing Education, Gary Wixom.

These worthwhile efforts have led to 16,000 students being enrolled this last school year, which makes UVU's Concurrent Enrollment program the biggest in the state and the department at UVU with the biggest student population. Concurrent Enrollment at UVU began officially in 1988 when the Utah Legislature created the Concurrent Enrollment program and set funding aside for it. Though there was an unofficial beginning in 1980, with a small partnership between UVU and the school districts, where students had the opportunity to take classes offered through the University, however, it wasn't sanctioned by the school districts.

The development of Concurrent Enrollment at UVU has been broken up into three phases: building, growth, and fine-tuning. The building phase began when the legislature got involved. Concurrent Enrollment was originally within the boundaries of the School of Continuing Education, making it under the supervision of the Dean of Continuing Education, who at the time was Dr. Gary Wixom. Dr. Wixom had the opportunity to see different directors of Concurrent Enrollment come and go and watch what they had to offer the program during their time of service.

This first phase of Concurrent Enrollment also consisted of trying to figure out how to get the buy-in from the school districts and encourage them to work with the university. Thankfully, there have been great administration, faculty, and instructors that have helped Concurrent Enrollment develop into what it is today.

The next phase of UVU Concurrent Enrollment was the growth phase. This growth included increasing the number of students enrolled, as well as the faculty. Twenty years ago, the program had nearly 3,000 students enrolled in Concurrent Enrollment classes. Now, two decades later, the program has grown to over 16,000 students enrolled in the previous school year. Moreover, the staff at Concurrent Enrollment has also seen exponential growth. In 2004, only nine people were working for Concurrent Enrollment. Fast forward to 2024 where there are now 32 members of the Concurrent Enrollment staff.

Each member of the staff has a specific role and helps the program to function in a way that it couldn't without them. This is what has brought Concurrent Enrollment to the third and current phase: fine-tuning. There are many goals of Concurrent Enrollment, and the biggest is to empower high school students to take a step forward in their future with high-quality college courses. Another big portion of phase three is improving the quality and access of the program. Current Senior Director of Concurrent Enrollment, Spencer Childs said, "It should be a program for everyone."

We at Concurrent Enrollment are now working to make these goals true for each student who desires to take a Concurrent Enrollment class. Concurrent Enrollment can be an opportunity for students to identify what educational or career pathways are of interest to them, and we want to make this opportunity accessible to all students. This would not be possible without each person who helps with Concurrent Enrollment, our directors, advisors, counselors, instructors, and more.

Stay with us as we introduce you to all our Faces of Concurrent Enrollment, to each of our Wolverines who bleed green and love their jobs. It is a journey that will touch your heart as you have the opportunity to get to know each of them.

"It was a very worthwhile effort, and I believe it still is," said Wixom. Concurrent Enrollment has been and always will be a worthwhile effort for all Wolverines!

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Faces of Concurrent Enrollment: Spencer Childs

Spencer attended Utah Valley State College (UVSC) and received a two-year business degree. While there, he had the opportunity to meet new professors and learn how to love school and the opportunity to learn.



March 05, 2024 By [Makenzie Christensen](#)

"Education was instilled in my framework at an early age," says Spencer Childs, Senior Director of Concurrent Enrollment. Born and raised in Utah Valley, Spencer came from a family of educators where he learned the importance of education early on.

Spencer attended Utah Valley State College (UVSC) and received a two-year business degree. While there, he had the opportunity to meet new professors and learn how to love school and the opportunity to learn. Of his experience at UVSC, he said, it "changed my perspective of what I could do and what I could become."

After receiving his two-year business degree, Spencer transferred to Brigham Young University where he received a Bachelor of American Studies, before going on to look for careers in his chosen field. Originally beginning his search in the business field, he eventually shifted his plans and ended up applying for and accepting a job at the College of Eastern Utah as a recruiter. As a college recruiter, he gained experience traveling the state as a college representative and sharing all that higher education has to offer.

A year later, Spencer decided to return to UVSC and began in, what was at the time, a very tiny program known as Concurrent Enrollment as an Enrollment Manager. He helped bring the all-paper process online, but his main tasks were to "train, mentor, prepare, and learn."

Ten years later, he left his position in what had become Utah Valley University's (UVU) Concurrent Enrollment and joined UVU Admissions as an Associate Director for Perspective Student Services. While in that position, Spencer had the opportunity to oversee the Admission's Counselors, the Ambassador program at UVU, as well as several successful marketing initiatives.

After five years, the call to Concurrent Enrollment was too strong, and he returned – this time as the Senior Director, where he has been for the last three years. "It's become a passion, more than just a job," Spencer explains. While Concurrent Enrollment provides amazing opportunities for getting ahead in school and saving money, for Spencer, it's more than that – it is an opportunity to make a real difference in student's lives.

When asked why Concurrent Enrollment is such an important program and department, Spencer said that it allows students to be challenged and prove to themselves that they are capable of more than they may think. In the end, he said one of the most important things you can do is "be a lifelong learner. Education is something that never gets old." Wise words to take to heart from this former and current Wolverine.

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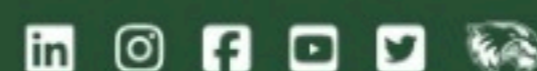
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CONCURRENT ENROLLMENT BLOG



Spencer Childs

Spencer Childs is the Director of Concurrent Enrollment at UVU, and he has had many opportunities in his journey that have led him to where he is now. Read to learn more about his story.

READ MORE



Introducing Faces of Concurrent Enrollment

36 years ago, Concurrent Enrollment was established at Utah Valley University. Since then, it has continued to grow and develop to the flourishing department it is now. Read more to find out Concurrent Enrollment's history and meet some of the great people connected to UVU's CE!

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Concurrent Enrollment Professional Development Conference

On October 5, 2023, President Tuminez spoke to over 500 Concurrent Enrollment teachers about her personal journey, the university's achievements, and some exciting upcoming projects.

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